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## PRESS RELEASE

### Reliable tradesmen move into the text generation

We've all been there - stuck for a plumber or builder and unsure of where to turn for a local and reliable service. Problem Solved (<http://www.problemsolved.co.uk>), the UK's largest directory of recommended and vetted tradespeople, has teamed up with mobile marketing agency Incentivated to provide a location based mobile service to solve this very problem.

The mobile campaign, which launches in July 2007, allows users of the service to text the name of the required service (e.g. **PLUMBER**<sup>1</sup>) followed by their **POSTCODE** to **66066** to receive a message with the contact details of three reliable local tradespeople.

The Problem Solved directory includes 70,000 tradespeople in 120 categories. Membership of the directory is open only to those who have been independently recommended and/or those who can provide three top class references.

Alison Cork, Managing Director of Problem Solved, comments: "Problem Solved aims to make it quick and easy for busy people to source reliable, local tradespeople. We recognised the potential of extending the service to people on the move, and were impressed by the capabilities of Incentivated in understanding our needs and delivering a smart mobile solution".

Jonathan Bass, Managing Director of Incentivated, adds: "We relish the opportunity to work with forward-looking, innovative companies. Problem Solved offers a tried and tested online service which will exploit the mobile channel's strengths in delivering time and location specific information directly to the handset."

<sup>1</sup> Keywords available for launch are restricted to:

Builder  
Plumber  
Electrician  
Decorator  
Roofer  
Locksmith  
Tiler  
Handyman

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*managing mobile interactivity*

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Alison Cork is a journalist and broadcaster specialising in property and interiors. She lives in London with her husband and two sons.

Problemsolved.co.uk

Problemsolved.co.uk is an online resource that enables members of the public find the best tradespeople in their area. Combining public recommendation and user feedback, Problemsolved.co.uk offers users a comprehensive, up-to-date and reliable source of local tradespeople, and provides tradespeople with a unique one-stop marketing shop.

Incentivated

Incentivated ([www.incentivated.com](http://www.incentivated.com)) works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns and services provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Masterfoods, PricewaterhouseCoopers, Scottish Power, Transport for London and VisitBritain.

For more information please visit: <http://www.incentivated.com>